SONOMA VALLEY COMMUNITY CENTER
Sonoma, California

11 July 1952

Valley of the Moon Vintage Festival
Mr. Howard Blank, President
Sonoma, California

Dear Mr. Blank:

The matter of rental for the Valley of the Moon Vintage Festival's storage space in the Community Center was brought to the attention of the committee by Mrs. Neal Dodge at the meeting of July 7, 1952.

It is felt by our committee that in consideration of the very generous financial assistance together with the able assistance of many of your memberships that this storage space be made available to your organization without charge until finances of our respective organizations demand other arrangements.

Sincerely,

Elaine Bianchini

Elaine Bianchini
Secretary
Sonoma Valley Community Center

COPY

HEADQUARTERS SIXTH ARMY

PRESIDIO OF SAN FRANCISCO, CALIFORNIA

In reply refer to
AMGAP-A

28 July 1952

Clyde Edmondson, General Manager
Redwood Empire Association
85 Post Street
San Francisco 4, California

Dear Mr. Edmondson:

In further discussion of our brief comments on the relationship of the Redwood Empire Association to the problems of the Bay Area Experimental Travel Project Committee, may I propose the following suggestions:

(a) The Redwood Empire Association 1952 Variety Show pamphlet, which you furnished me in a number of copies, will be given the necessary distribution.

(b) In relating a number of the events directly to the package tour project, would it be possible for the sponsors of the Fort Bragg Paul Bunyan Celebration, the Lake County Agricultural Fair, the Valley of the Moon Vintage Festival, and the San Rafael Fiesta to arrange the details for both a charter bus tour and an individual package tour. A single page release could provide information on:

1. Cost of the tour.
2. Indicate over-night accommodations.
3. Describe the activities or events to be seen, showing arrangements necessary to attend.
4. Describe tickets for meals and/or admission to various activities.
5. Details of length of stay and time of return trip.

Arrangements are being made to insert the details of such a tour as suggested above, in the weekly Sixth Army newspaper.

By the time you receive this letter I will have returned from a field trip and will call for an appointment to discuss the possibility of the suggested arrangement.

Sincerely,

/s/ BUFORD BUSH
Army Community Services Advisor

Date July 30th, 1952

To VALLEY OF THE MOON VINTAGE FESTIVAL

Important . . . Read Carefully . . .

For your information.
Please relay to.
Please acknowledge.
Please reply to this letter.
Please return this to me.
For your Files.
X Will you please furnish data requested?
To be discussed at next meeting.
Let me have your suggestions.

Regards.

C. E.

REDWOOD EMPIRE ASSOCIATION

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INFORMATION COPY

July 30th,1952

Mr. Buford Bush AMCAP-A
Army Community Services Advisor
Headquarters Sixth Army
Presidio of San Francisco, California

Dear Mr. Bush:

Thank you for your letter of 28 July and for your cooperation in distributing Redwood Empire "Variety Show" folders.

As to arrangements for package tours by sponsors of various events you mention:

I am forwarding copies of your letter and of my reply to the sponsors of these events with request that each communicate with you direct. The respective Managers and P.O. addresses are:

Lake County Fair -- Mr. C.P. Lewis, Sec.-Mgr., Lakeport, Calif.

Fort Bragg Paul Bunyan Celebration -- Austin Vintres, Secretary, Fort Bragg, Calif.

Valley of the Moon Vintage Festival -- sponsored by the Valley of the Moon Vintage Festival Association, Sonoma, Calif.

San Rafael Fiesta -- sponsored by the Native Sons and Daughters of the Golden West, San Rafael, Cal.

As previously stated, Redwood Empire Association is not authorized to organize and conduct tours of this type, but will be happy to publicize such tours, once established, as to dates, itinerary schedule, etc.

I look forward with pleasure to conferring with you, on projects of mutual interest.

With kindest personal regards, I am

Sincerely yours,

Clyde Edmondson
General Manager

August 7 52

Sonoma Valley Community Center
Elaine Bianchini, Secretary
Sonoma, California

In answer to your letter of July 11, 1952, regarding the storage space in the community center building. The Vintage Festival Association will happily accept your gracious offer for free storge space until the time that you see fit to make a change.

With your permission the V. F. A. would like to put a chicken wire and board partition between the rest room and their property with a padlock on the door. Thank you very much.

Sincerely,

Grayce A. Woll
Secretary
Vintage Festival Association

August 7 52

Sons of Italy
Mr. Sal Argento
Sonoma, California

Your desire to use three of your own booths in addition to the rented booth of the Vintage Festival Association was discussed at a meeting of July 31, 1952

It was agreed by the Board of Directors to permit the use of the three booths as long as your booths are kept in the same trend of decorations as the other booths, and the same agreement of pay with the rent excepted.

You may contact Mrs. James McTaggart regarding the decorations of the booths.

Sincerely

Grayce A. Woll
Secretary
Vintage Festival Association

Aug 7 52

Mr. Henry G. Paikert
430 Adams Avenue
Ferguson 21, Missouri

In answer to your recent correspondence I am sending under separate cover a program of last year's Vintage Festival and a copy of last week's Sonoma Index Tribune, our local paper.

I believe this would do a better job explaining our activity than I could do.

Thanks for your interest. We hope you come, see and enjoy our Vintage Festival.

Sincerely,

Grayce A. Woll
Secretary
Vintage Festival Association

Sunset
MAGAZINE
LANE PUBLISHING CO., MENLO PARK, CALIFORNIA

August 15, 1952

Valley of the Moon Vintage Festival
Sonoma, California

Gentlemen:

Our September issue will include some notes about the Valley of the Moon Festival in the travel news section.

You should receive a complimentary copy in about a week.

Cordially,

Nancy Grant

Nancy Grant
Travel Department

ng

BONDED WINERY NO. 3596, F. A. A. PERMIT 14-W-386 · BONDED STOREROOM NO. 298, F. A. A. PERMIT 14-WS-79 · ST. HELENA, NAPA COUNTY, CALIFORNIA

LOUIS M. MARTINI
St. Helena, Napa County, California
Telephone 20 P. O. Box 112

Selected Vintage Wines

St. Helena, California, August 28, 1952

Valley of the Moon Vintage Festival Assn.
Sonoma, California

Attn: Mr. Mancuso

Dear Mr. Mancuso:

Please accept our order for a one-half page ad for the Valley of the Moon Vintage Festival Program this year for which we understand the rate is $25.00.

We will also ship to you per your telephone call three (3) cases of wines for your exhibit.

Yours very truly,

LOUIS M. MARTINI

By Robert A. Nicholson
Assistant Manager

RAN/h

Please let us know where and when you wish these wines delivered.

RAN

Soon as possible.

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DISTRICT SALES MANAGER

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SAN FRANCISCO, CAL.

SSept. 5 52

Louis M. Martini
P.O. Box 112
St. Helena, California;

Attention ; Mr. Robert A. Nicholson.

Confirming your conversation with Mr. Mancuso of our wine Committee, we wish to thank you for your advertisement and the wine. We are sure your advertising in this manner will be beneficial to you as approximately five thousand people view the wine and champagne displays. And it is indeed a help to the Association.

As the Vintage Festival headquarters are open most of the time nowand more so as the time draws closer for the Festival we would like to receive the wine as soon as possible. Please send to The Valley of The Moon Vintage Festival Association by Southern Pacific.

Yours Respectively,

Grayce A. Woll, Secretary.

"INTERLOCKING" TILE-TRADE MARK-REG. U.S. PAT. OFFICE

VALLEY OF THE MOON VINTAGE FESTIVAL

ASSOCIATION, INC.

Sonoma, Calif. Sept. 5 *19* 52

Mr. Anton B. Korbel;
314 Front St.
San Francisco, California.

Dear Mr. Korbel;

In answer to your telephone conversation with Mr. Mancuso, Iam sending to you one of The Valley of The Moon Vintage Festival Programs, for last year.

Page seven (7) is available. You may use allof the page for $ 40.00 and two cases of Champagne or one half of the page, The Beaulieu Vineyard space for $25.00 and two cases of Champagne. The Foppiano Wine Company space on page ten (10) is also available at $ 17.50 and two cases of Champagne.

Our prices are based on the space used and the Champagne, which we use for display and for Grand Prizes.

We would like a reply by telephone or telegram as the program goes to press the first of the week.

Thank You for your consideration.

Yours Very truly,

_____
Secretary.

Sept. 5 52

E & J Gallo Winery
Modesto
California,

Attention; Mr. Neil Shaver;

Due to the fact that ~~There~~ E. & J. Gallo Winery's name is missing in the Valley of the Moon Vintage Festival program and that there is yet some advertising space left, Mr. Mancuso of our wine committee contacted your San Francisco office. He was told to contact you on this matter.

I am sending to you one of our last years programs, to let you see what we have to offer. There is now available one or two half pages ,which can be gotten for - $25.00 and 3 cases of wine or one third page such as Foppiano Wine Co. has on page 10 for $17.50 and 3 cases of wine or a quarter of a page such as the F. Mancuso Winery space on page 12, for #10.00 and the wine.

If you are interested in this means of advertising we would to hear by telephone or telegram as our program goes to press the first of the week.

Oh, by the way, the wine is used for display and for Grand Prizes.

Yours very truly,

Grayce A. Woll, Secretary.

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Sept. 7 52

Italian Swiss Colony
781 Beach St.
San Francisco, California

Attention; Mr. Emerat;

Confirming the telephone conversation with Mr. Mancuso on September 4th., we wish to thank you for the advertisement you have taken in the Valley of The Moon Vintage Festival program for this year.

We feel this means of advertising will prove beneficial as approximately 5000 people view the wine and champagne displays.

A Committeeman will call at the Winery at Asti for the wine. Thank you very much.

Yours Respectively.

Grayce A. Woll, Secretary

"INTERLOCKING" TILE-TRADE MARK-REG. U.S. PAT. OFFICE

E. & J. Gallo Winery

Modesto, California

September 8, 1952

Miss Grayce A. Woll
Secretary
Valley of the Moon Vintage Festival
Sonoma, California

Dear Miss Woll:

Thank you for your letter of September 5, enclosing information on your festival program,

Unfortunately, your deadline of this week does not permit enough time to include your solicitation in our current advertising program.

Very truly yours,

E. & J. GALLO WINERY

Neil Shaver
Advertising Manager

NS:jh

ALL CONTRACTS MUST BE IN WRITING AND SIGNED BY AN EXECUTIVE OFFICER OF THE COMPANY AT ITS HOME OFFICE, AND ONLY SUCH AN OFFICER IS AUTHORIZED TO MODIFY OR WAIVE THE PROVISIONS OF ANY CONTRACT.

Sonoma California Sept. 18, 52.

2900 Vallejo St.

Mr Vallejo Gantner,

San Francisco Calif.

As chairman of the Sonoma Valley Vintage festival's 1952 grape ceremonies I h ve the honor to invite you to be present at the Blessing of the Grapes 11 a. m. on Saturday September 27th. The Blessing will be given by Padre Alfredo Bodekker O. F. M. of your city in the area near the Mission San FRancisco Solano de Sonoma after which the Festival will open .

I trust you will attend and remain for the very many interesting features of the program in and around our historic plaza,

With best wishes that you may be with us and hoping for an early reply,

Yours very truly,

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Sept. 18 52

Mr. Vallejo Gantner
2900 Vallejo St.
San Francisco, California

Dear Mr. Gantner;

As chairman of the Sonoma Valley Vintage Festival's Grape ceremonies, I have the honor to invite you to be present at the "Blessing of the Grapes" at 11:00 A.M. on Saturday, September 27 th. The Blessing will be given by Padre Alfredo Dodekker O.F.M. of your city in the area near the Mission San Francisco Solano de Sonoma after which the Festival will open.

I trust you will attend and remain for the very many interesting features of the program in and around our historic Plaza.

With best wishes that you may be with us and hoping for an early reply.

Yours very truly

Simone Berges

per: GAW,sect.

"INTERLOCKING" TILE-TRADE MARK-REG. U.S. PAT. OFFICE

Sept. 18 52

Goldstein's Costume Rental
Market St.
San Francisco, California

Dear Sirs:

In regard to the blond wig ordered by Mrs. Warren Moore of Sonoma for Mrs. Neal Dodge for use in the scene " A Bird in a Gilded Cage" for the pagent at the Vintage Festival in Sonoma, the size is twenty-two (22).

Please send for use on September 27 th.

Thanks,
Yours Truly;

Grayce A. Woll, Secretary.

The head of your organization has told us that many of you would like to assist in making this year's Vintage Festival an outstanding success. We want and need your help.

We would like you to tell us what you prefer to do by filling in the following questionaire or adding suggestions of your own.

Helpers (Men or Women)

Decorating windows.....

Booth assembly.....

Committee work.....

Collecting props, etc. .....

Skilled labor (ile.electrical, etc.,).....

General help.....

Participate in Pageant.....

Flood lighting system.....

Loud Speaking systems.....

Loan of Trucks (designate "pick-up" or large, and with or without driver).....

How many hours and which days?

Week before Festival (Sept.15-20).....

Friday, Sept. 26.....

Saturday, Sept. 27.....

Week after (for returning) Sept. 29 on.....

Telephone:

Mrs. Neal Dodge, Sonoma 2164

Mrs. Paul Woll, Sonoma 3148

or send reply to: VINTAGE FESTIVAL ASSOCIATION, SONOMA

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Oct.9 52

Mr. James F. Lyttle
Boyes Springs
California.

Dear Mr. Lyttle:

I have been asked by the officers of the Vintage Festival Association to write to you. They wish to convey their appreciation of your efforts in securing the appropriation to assist in defraying the expenses of the sixth annual Vintage Festival.

It is indeed through the co-operation and good will of the good people of the county of Sonoma that this festival has been able to survive.

We, the Vintage Festival Association, wish for you future success in the past, in your many tasks which you are called upon to perform.

Y ours Respectfully,

Grayce A. Woll, Secretary

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Oct.9 52

Buena Vista Vineyards
Sonoma
California.

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival. It was through such co-operation and good will that made this festival the succuss that it was.

We thank you for using the Vintage Festival program as a means of advertising, and hope you profit by so doing. And thanks also for the wine which was used as prizes.

May we get together again next year.

Yours respectively,

Grayce A. Woll, Secretary

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Oct,10 52

Italian Swiss Colony
781 Beach St.
San Francisco, California

Attention: Mr. Emerat;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival. It was through such co-operation and good will that this festival was such a success.

We thank you for using the Vintage Festival Program as a means of advertising, and hope you profit by so doing. And thanks also for the wine, which was given as prizes.

May we get together next year.

Yours Respectively,

encl. 1

Grayce A. Woll, Secretary

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Oct.10 52

Mont La Salle Vineyards
Napa
California

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival. It was through such co-operation and good will that this festival was the success that it was.

We thank you for using the Vintage Festival Program as a means of advertising, and hope you profit by so doing. And thanks also for thechampagne which was used as prizes.

May we get together again next year.

Yours respectively,

Grayce A. Woll, Secretary.

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Oct.10 52

Samuele Sebastiani Winery
Sonoma
California.

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival. It was through such co-operation and good will that made this festival the success that it was.

We thank you for using the Vintage Festival program as a means of advertising, and hope you profit by so doing. And thanks also for the wine which was used as prizes.

May we get together again next year.

Yours Respectively,

&
Grayce A. Woll, Secretary

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Oct. 10 52

Mr. Paul Verdier
City Of Paris
San Francisco, California

Dear Mr. Verdier;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival It was through such co-operation and good will that this festival was such a success.

We thank you for using the Vintage Festival Program as a means of advertising, and hope that you profit by so doing. And thanks also for the wine, which was given as a prize.

May we get together next year.

Yours Respectively,

encl. 1

Grayce A. Woll, Secretary

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Oct.13 52

F. Mancuso Winery
Glen Ellen
California

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Festival. It was through such co-operation and good will that this festival was such a success.

We thank you for using the Vintage Festival Progra Program as a means of advertising, and hope you profit by so doing. And thanks also for the wine which we used for prizes.

May we get together next year.

Yours Respectively,

Grayce A. Woll, Secretary

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Oct. 13 52

Glen Ellen Winery
Glen Ellen
California

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival. It was through such co-operation and good will that this festival was such a success.

We thank you for using the Vintage Festival Program as a means of advertising and hope you profit by so doing. And thanks also for the wine, which was given as prizes.

May we get together next year.

Yours Respectively,

Grayce A. Woll, Secretary

encl.1

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Oct.13 52

C. Mondavi and Sons
St. Helena
California

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival. It was through such co-operation and g and good will that this festival was a success.

We thank you for using the Vintage Festival Program as a means of advertising and hope you profit by so doing. And thanks also for the wine, which was given as prizes.

May we get together next year.

Yours Respectively,

Grayce A. Woll, Secretary

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Oct 13 52

Beringer B ros.
Sr. H elena
California

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival. It was through such co-operation and good will that this festival was such a success.

We thank you for using the Vintage Festival Program as a means of advertising, and hope you profit by so doing. And thanks also for the wine, whi which was given as prizes.

May we get together next year.

Yours Respectively,

encl.1

Grayce A. Woll, Secretary

"INTERLOCKING" TILE-TRADE MARK-REG. U.S. PAT. OFFICE

INTERLOCKING TILE CORPORATION

EXECUTIVE OFFICES-UNION TRUST BUILDING-CLEVELAND

BRANCH OFFICES
SEATTLE, ST. LOUIS
DETROIT, WASHINGTON, D. C.
TORONTO, BOSTON, BALTIMORE
CHICAGO, SAN FRANCISCO
LOS ANGELES, KANSAS CITY
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PATENTED - U.S. AND CANADA

THIRTY FACTORIES | THROUGHOUT
ONE HUNDRED AND | UNITED STATES
TWENTY DISTRIBUTORS | AND CANADA

J. S. DeSILVA
DISTRICT SALES MANAGER

ADDRESS REPLY TO
503 SHARON BUILDING
SAN FRANCISCO, CAL.

Oct.13 52

The Napa and Sonoma Wine Co.
Sonoma
California

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Vintage Festival. It was through such co-operation and good will that this festival was such a success.

We thank you for using the Vintage Festival Program as a means of advertising, and hope you profit by so doing. And thanks also for the wine, which was given as prizes.

May we get together next year.

Yours Respectively,

Grayce A. Woll, Secretary

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DISTRICT SALES MANAGER

ADDRESS REPLY TO
503 SHARON BUILDING
SAN FRANCISCO, CAL.

0 Oct 10 52

Louis Martini Winery
St. Helena
California

Dear Sirs;

The Valley of the Moon Vintage Festival Association wish to express their appreciation for your participation in producing the Sixth Annual Festival. It was through such co-operation and good will of thepeople that this festival was such a success.

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May we get together next year.

Yours Respectively,

Grayce A. Woll, Secretary

encl.1

"INTERLOCKING" TILE-TRADE MARK-REG. U.S. PAT. OFFICE

HARASZTHY

Buena Vista Vineyards

IN THE VALLEY OF THE MOON

VINEYARDS AND WINERY AT SONOMA, CALIFORNIA

Address reply to
San Francisco Office
P. O. Box 4703

October 21, 1952

Mrs. Grayce A. Woll
Secretary
Valley of the Moon Vintage Festival Association, Inc.
Sonoma, California

Dear Mrs. Woll:

Thank you for your pleasant letter of October 9. We thought the last Vintage Festival outstandingly the best of all.

With reference to the bill for our advertisement in the Vintage Festival program, it was a specific agreement at the time the ad was placed that it would be in the same position and at the same price as last year, $50.00. Mr. Mancuso, who made the arrangement with the writer, will verify this. The copy itself was so marked.

Accordingly, we are tending herewith our check for the agreed upon amount, which I trust you will find acceptable.

Cordially yours,

Frank H. Bartholomew

Frank H. Bartholomew

FHB:kl
Enc.

INTERLOCKING TILE CORPORATION

EXECUTIVE OFFICES-UNION TRUST BUILDING-CLEVELAND

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J. S. DeSILVA
DISTRICT SALES MANAGER

ADDRESS REPLY TO
503 SHARON BUILDING
SAN FRANCISCO, CAL.

Oct. 24 52

Buena Vista Vineyards
P.O. Box 4705
San Francisco, California

Dear Mr. Bartholomew;

In reference to your letter of October 21, I am sorry this mistake was made.

In checking with Mr. Mancuso ,itwas found that the parties who made the list for me [illegible] not aware of the agreement made, but was basing her cost on the size of the advertisement.

We regret these things do happen in an organization of people who really mean well.

Respectively Yours,

Grayce A. Woll, Secretary.

"INTERLOCKING" TILE-TRADE MARK-REG. U.S. PAT. OFFICE